

Draft

Appendix C Content Standards

****** Revisions Required. ******

See Basic Web Development Workshop Handout for more recent information.

Basic Content Structure for Section Pages:

- ◆ Introductory page
- ◆ Services/content description page (brief paragraph describing each service, procedure, or type of information provided by the section, much like a catalog)
- ◆ Section staff contact page
- ◆ Section search page
- ◆ Detail content pages

Content Requirements by Page Type:

All Pages:

Minimum Content:

Navigation:

- ◆ Graphic Image Area:
 - DOA logo at far left for link back to DOA home page.
- ◆ Vertical Navigation Bar:
 - Section menu – to remain consistent throughout all section pages.
 - Include specific links to section home page and DOA home page at bottom.
- ◆ Top Horizontal Bar:
 - Section Name – Title to link to section home page (with house icon next to title to resemble InfoLouisiana home link????).
 - InfoLouisiana home link.
- ◆ Bottom Horizontal Bar beginning from far right and moving left:
 - Contacts or Contact Us – graphic button link or text link to section-specific contacts page.
 - Search – graphic button link to section-specific search.

White Content Area:

- ◆ Date last updated (date that the content was last updated – OSP will provide automated process).
- ◆ Updated by (section webmaster name).

Additional Optional Content:

Navigation:

- ◆ Bottom Horizontal Bar beginning from the Search link and moving left:

- FAQs (Frequently Asked Questions).
- Events (could be link to a calendar or to a page with links to various event or calendar pages).
OSP has a State Holiday calendar to which other sections may link. (This could be helpful for outsiders as well as internal users.)

Section Introductory (Home) Page:**Minimum Content:**

White Content Area:

- ◆ Section name.
- ◆ Director's name.
- ◆ Brief section description (its purpose and where it is within the state government structure).

Additional Optional Content:

Special Featured Navigation Area:

- ◆ Graphic image access in vertical area to right of white content area.
- ◆ Provide access to special or frequently used applications/services/information.

White Content Area:

- ◆ Announcement or temporary feature lists (info with or without links to additional details).
- ◆ Online services provided (may also be within navigation frame).
 - To citizens.
 - For the state.
- ◆ Other services provided (may also be within navigation frame).
 - For citizens.
 - For the state.
- ◆ Email link to section webmaster.

Section Contacts Page:**Minimum Content:**

- ◆ Section name
- ◆ Section address (street and PO box)
- ◆ Section phone number
- ◆ Section contact email address
- ◆ Section FAX number
- ◆ Director's name
- ◆ Email link to section webmaster

Additional Optional Content:

- ◆ Team contacts, key staff, etc.
- ◆ Links to related sites frequently needed by users.